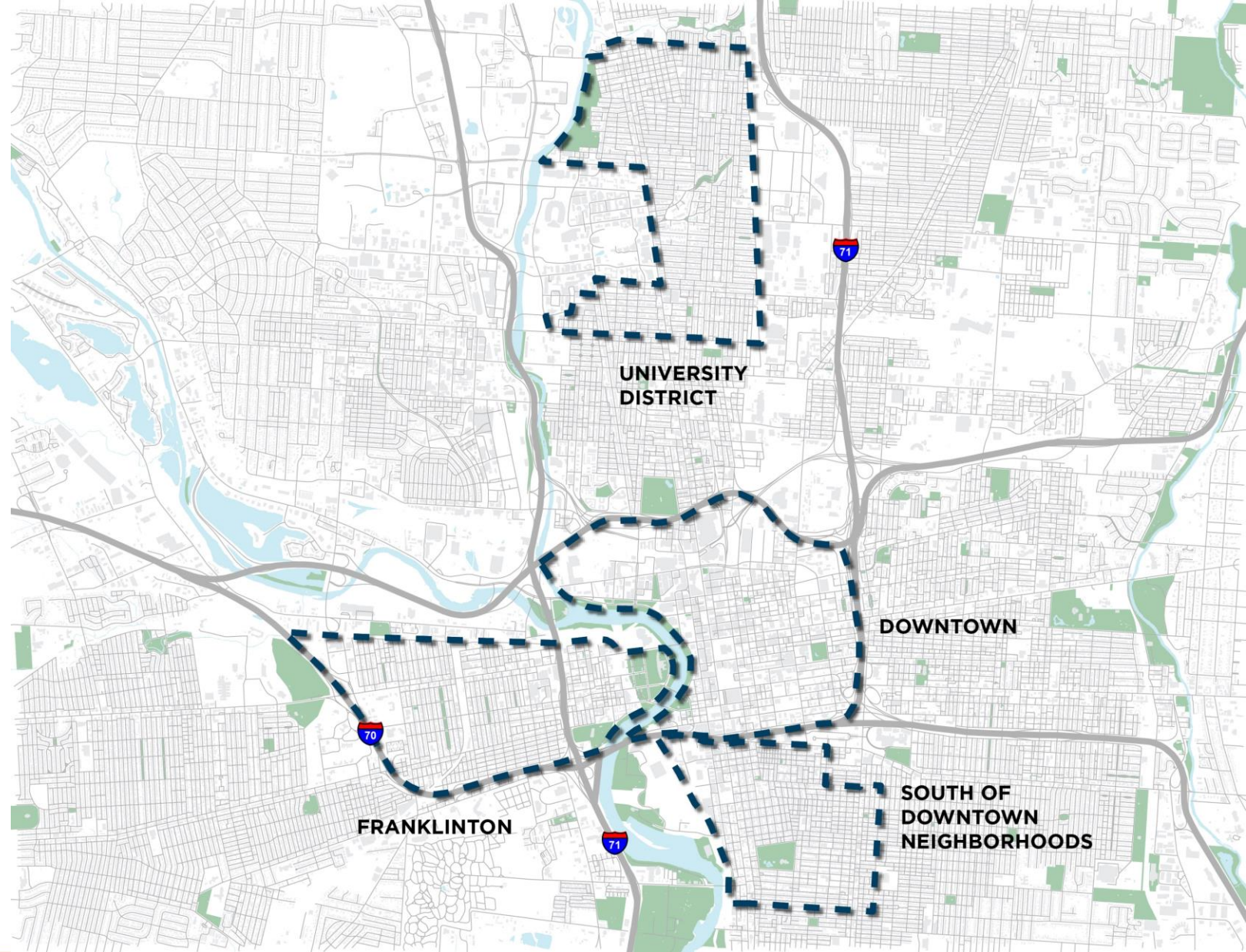


University District



Study Areas

- Downtown
- Franklinton
- South of
Downtown
Neighborhoods
(German Village, Brewery
District, and South Side)
- University District



Impetus for the Strategic Parking Plan

**Respond to
Significant Urban
Investment and
Change**

Proactively address parking and mobility challenges alongside significant urban redevelopment occurring in Downtown and surrounding neighborhoods.

**Leverage Dynamic
Parking Strategies**

Leverage dynamic parking management strategies to **improve the customer experience and operations.**

**Support Growth,
Access, and Mobility
in Core Urban
Neighborhoods**

Support the growth of high-demand urban core neighborhoods by **improving overall access, safety, and mobility** through active parking and mobility demand management.

**Apply Lessons
Learned from Short
North and National
Best Practices**

Extend lessons learned from Short North and national best practices to other high-demand urban core neighborhoods.



Strategic Parking Plan Objectives



Inventory

Inventory existing parking, land use, and mobility conditions and context: curb inventory, parking behavior – occupancy and turnover, land use, and transportation/mobility context.



Outreach

Conduct meaningful community outreach to inform strategic recommendations.



Management Strategies

Develop specific study area management strategies for implementation: restrictions, hours of operation, permit programs, and rates.



Demand Management Toolbox

Develop a parking demand management and mitigation toolbox.



Implementation Framework

Establish a framework for making future management decisions amidst a changing parking and mobility landscape.



Process

Phase 1: Existing Conditions Reporting

- Data collection
- Data analysis
- Initial Task Force engagement
- Reporting

- Operations, management, and pricing strategies
- Community outreach
- Recommendations/study area plans
 - Revenue projections and cost estimates
 - Key performance indicators

Phase 2: Parking Mgmt. Recommendations

- Demand mitigation strategies
- Accommodating evolving mobility trends
- Leveraging technology
- Project finalization and reporting

Phase 3: Parking Demand Management Tools

Public Communication

Public Engagement

Plan completion

Nov 18

Feb 19

April 19

Jul 19

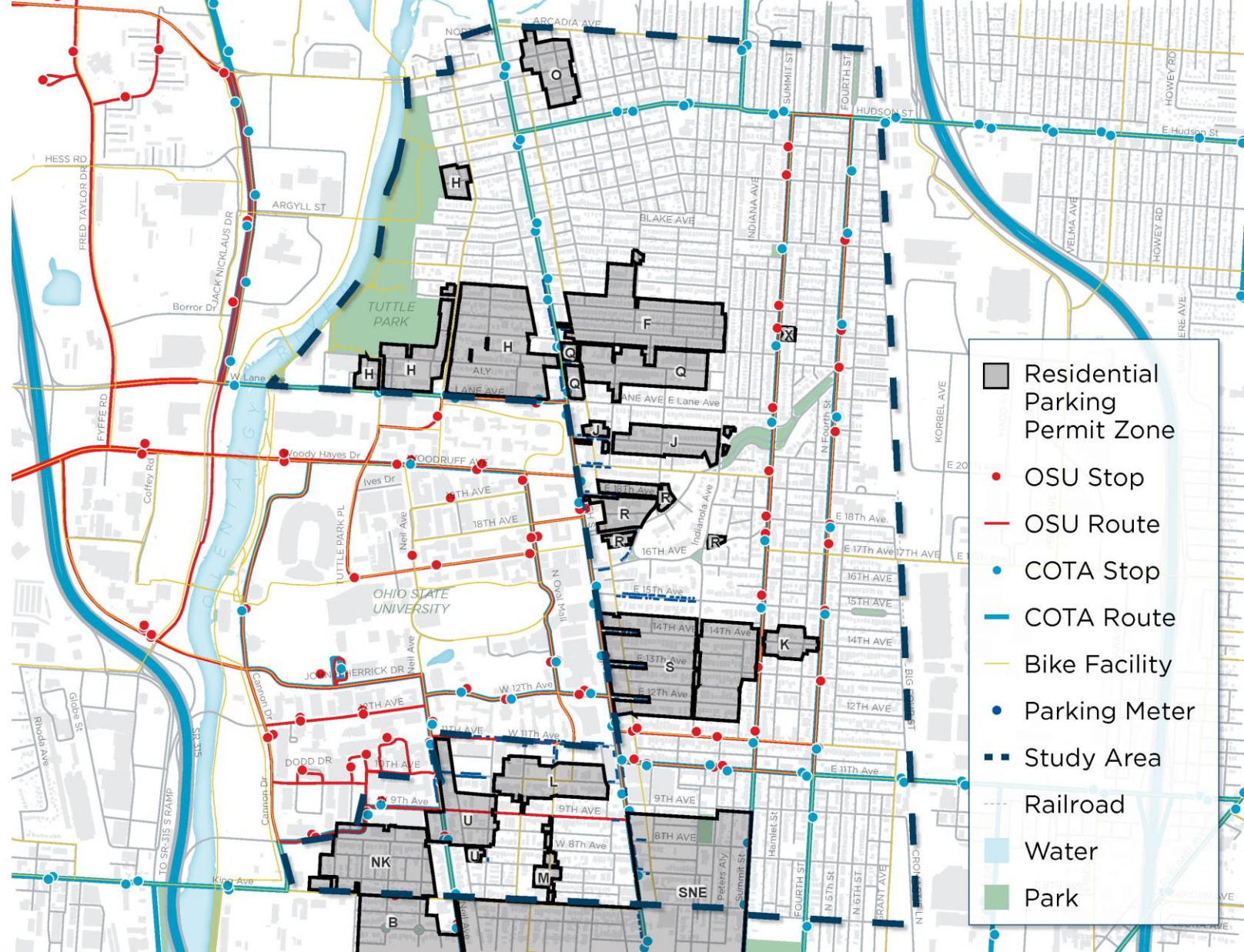


Why Manage Parking?

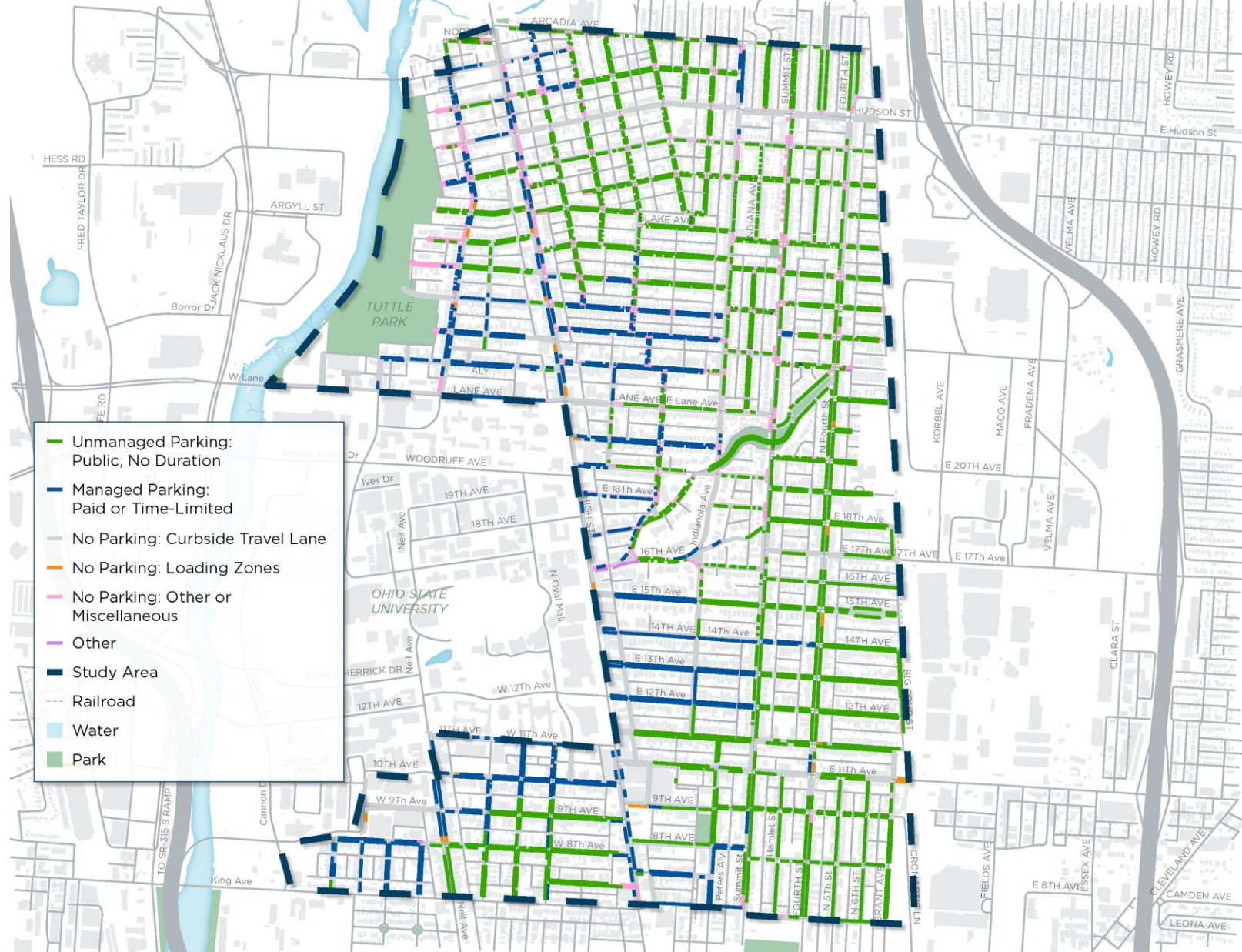
- Balance walking, biking, transit, and vehicular access in the face of growth
- Integrate parking and multimodal transportation options
- Create parking turnover to support retail businesses
- Support neighborhood and resident goals and interests



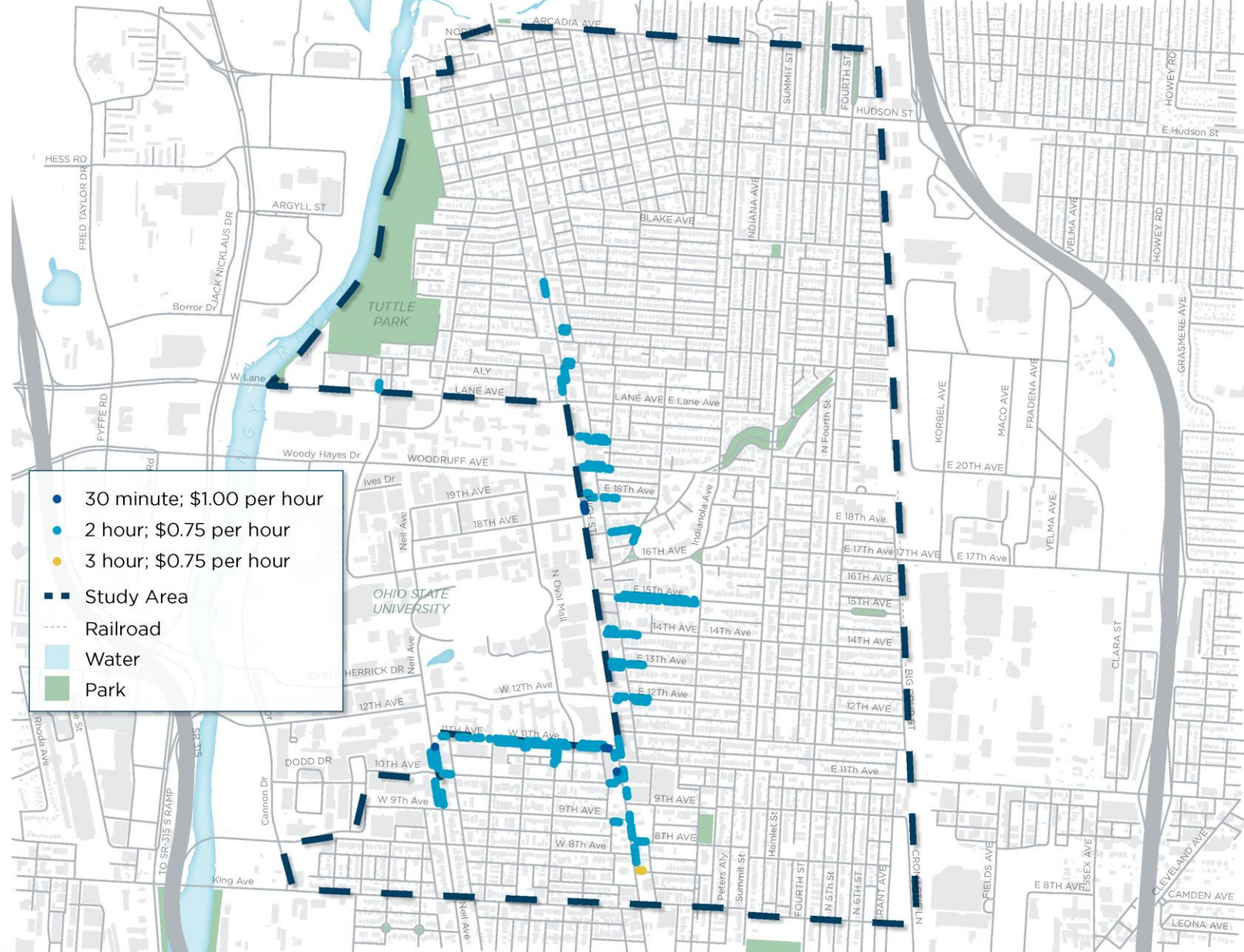
Parking and Mobility Context



Curb Inventory

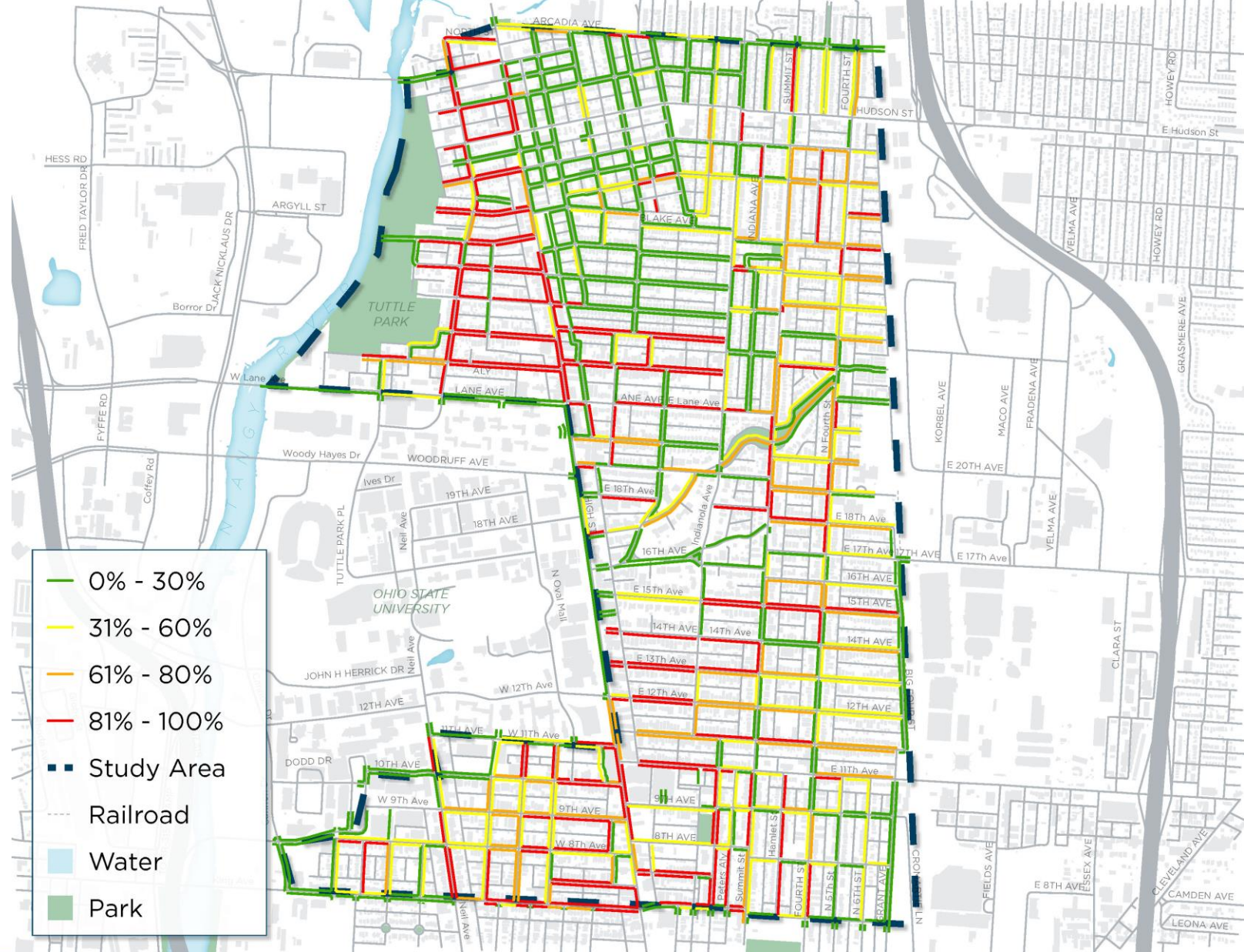


Metered Parking



Peak On-Street Parking Occupancy

Friday, 11/9
Evening



Average On-Street Parking Duration

Friday, 11/9



University District: Key Takeaways

- Adjacency to **major regional destinations** brings unique transient and resident parking characteristics that need to be balanced with business needs
- Mixture of managed adjacent to unmanaged parking creates **inconsistency**
- **Localized peak occupancies and longer durations** creates parking challenges
- **Collaboration** with regional destinations on parking management is critical



Parking Demand Management Toolbox

**Demand Mitigation
Strategies**

Shared Mobility

**Right-Size Parking
Assets**

**Shared Parking and
Parking Management**

**Adapt to Changing
Mobility Trends**

**Integrating Multimodal
Transportation**



Potential Parking Management Tools



Meter Management



Pricing



Optimizing Curb Space



Virtual Permitting



Infrastructure



Permit Programs



Leverage Mobile Technology



Parking Time Restrictions



Data Collection & Analysis



Managing Parking Demand and Increasing Mobility



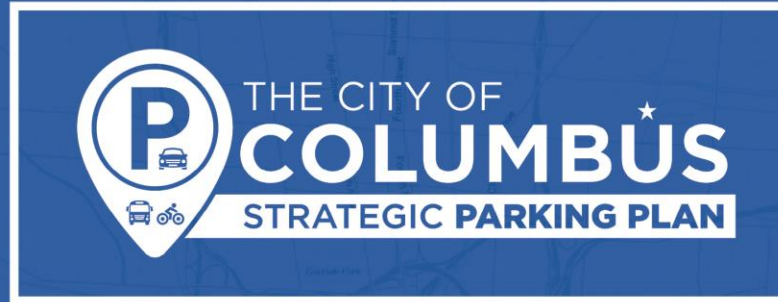


Table Activities

Activity 1: Priorities and Objectives

1

- **Priority:** What is most important to us, especially when weighing competing factors?
- **Objective:** What targets or achievements are we striving for?
- Develop your own Post-It notes. Then, work with your table to organize Post-It Notes on the Priorities and Objectives board.



Activity 1: Examples

- **Examples:**

- Improve multimodal transportation
- Support parking access to businesses
- Leverage parking to promote development
- Preserve resident parking access
- Increase parking prices

1



Activity 2: Parking and Mobility Strategies

2

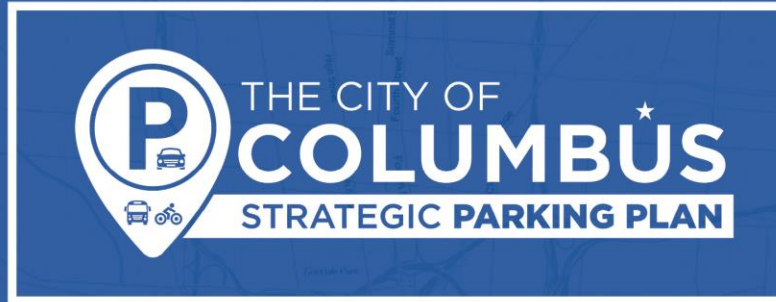
- Work with your table to place the sticker dots on the strategies.
Limit one colored dot per strategy.

Strategies Your Table Likes

Strategies Your Table is Indifferent

Strategies Your Table Does Not





Staying Involved

Staying Involved

- Website: <http://bit.ly/StrategicParkingPlan>
- Online Survey:
<https://www.surveymonkey.com/r/columbus-strategic-parking-plan>
- WikiMap: <https://wikimapping.com/City-of-Columbus-Strategic-Parking-Plan-Public1.html>

